

Magazine: POP. MECHANICS

Issue: 1/00/83

Total Pages: 178

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO # 854 pg:2C	10			OFF: BW AD.
		CAMEL L # 232 pg:11		
		KOOL+100 # 482 pg:33		
			N/B	
		NOW 100 # 121 pg:109		
			N/B	
		WINSTON # 448 pg:BC		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$167,475

2040701504

Magazine: POP. MECHANICS
Issue: 2/00/83

Total Pages: 188

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARL+100+L # 859 pg:2C-PG1	12		SP	
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CAMEL L+CAMEL # 311 pg:14-15			SP	
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WINSTON # 448 pg:29				
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BARCLAY # 145 pg:78				
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KOOL UL+100UL # 119 pg:115				
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			N/B	
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NDW 100 # 122 pg:3C				
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			N/B	
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TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$256,440

2040701505

Magazine: POP. MECHANICS
Issue: 3/00/83

Total Pages: 202

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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WINSTON L+100L			SP	
# 100 pg:8-9				

CAMEL L+CAMEL				
# 282 pg:31				

KOOL+L+UL				
# 470 pg:47				

N/B

MARLBORO	30			OPP: "AUTOMAKERS WHO DARED AND LOST".
# 866 pg:78				

NOW 100				
# 123 pg:111				

N/B

BARCLAY				
# 145 pg:1BC				

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$230,986

2040701506

Magazine: POP. MECHANICS

Issue: 4/00/83

Total Pages: 226

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARLBORO+100 # 869 pg:20-FG1	9		5P	
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WINSTON+100 # 453 pg:11-13			3PG U	
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KOOL L+100L # 114 pg:54			N/B	
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NCW 100 # 124 pg:65			N/B	
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PALL MALL L100 # 121 pg:80			N/B	
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RALEIGH L # 165 pg:98				
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BARCLAY # 137 pg:118				
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CAMEL L+CAMEL # 278 pg:125				
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LUCKY STRIKE FL # 104 pg:161				
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TOTAL CIGARETTE ADS = 9	TOTAL ADVERTISING = \$383,829
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2040701507

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

KOOL+L+UL

SP

502 pg:6-7

WINSTON L+100L

3PG U

190 pg:31-33

BARCLAY

147 pg:49

LUCKY STRIKE FL

104 pg:64

MARLBORO

13

874 pg:78

OFF: "RESCUE BY A
SATELLITE".

RALEIGH+L

245 pg:142

NOW 100

127 pg:155

N/B

CAMEL L+CAMEL

231 pg:BC

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$364,300

2040701508

Magazine: POP. MECHANICS

Issue: 6/00/83

Total Pages: 198

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		DARCLAY # 147 pg:2C		
PLAYERS+M # 114 pg:8-9	7		SP	
		WINSTON+100 # 449 pg:28-29	SP	
		ROOL UL+100UL # 119 pg:45	N/B	
MARLBORO+100 # 870 pg:59	12			OFF: "FALKLANDS DIARY OF A HARRIER PILOT".
		LUCKY STRIKE FL # 101 pg:117		
		CAMEL # 272 pg:128-129	SP	
		NOW 100 # 129 pg:BC	N/B	

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$362,201

2040701509

Magazine: PDF, MECHANICS

Issue: 7/00/83

Total Pages: 159

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

		WINSTON L+UL # 191 pg:10-11	SP	
PLAYERS+M # 126 pg:45	17			OPP: "ALL OUTDOORS".
		CAMEL L # 380 pg:53		NOTE: TWO CONSECUTIVE RIGHT HAND PAGES.
		CAMEL L # 380 pg:55		NOTE: TWO CONSECUTIVE RIGHT HAND PAGES.
		BARCLAY # 148 pg:72		
MARLBORO+100 # 876 pg:105	9			OPP: "WORKSHOP MINICOURSE".
		NOV 100 # 130 pg:115	N/B	
		LUCKY STRIKE FL # 104 pg:125		
		KOOL+100 # 507 pg:BC		

TOTAL CIGARETTE ADS = 9 TOTAL ADVERTISING = \$331,713

2040701510

Magazine: POP. MECHANICS

Issue: 8/00/93

Total Pages: 164

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

WINSTON L

189 pg:20

CAMEL L

376 pg:15

NOW 100M

105 pg:25

N/B

VANT M+100M

103 pg:39

LUCKY STRIKE FL

104 pg:47

MARLBORO+100

878 pg:54

6

OPP: "STRIKE BACK AT
LIGHTNING".

PLAYERS 100+M

102 pg:101

33

OPP: "PM'S COMPUTER
GUIDE". STAPLED CARDS

KOOL L+100L

123 pg:139

N/B

CAR+M+100+M+120

219 pg:BC

N/B

TOTAL CIGARETTE ADS = 9

TOTAL ADVERTISING =

\$294,065

2040701511

Magazine: POP. MECHANICS

Issue: 9/00/83

Total Pages: 206

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

KOOL+L+UL
509 pg:20MARLBORO+100
899 pg:8-9

7

SP

BARCLAY
149 pg:62NOW 100M
104 pg:105

N/B

LUCKY STRIKE FL
104 pg:123WINSTON
450 pg:139CAMEL L
390 pg:BC

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = \$268,201

2040701512

Magazine: POP. MECHANICS

Issue: 10/00/83

Total Pages: 220

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+65M # 119 pg:11	17			OPP: "IMPORTS & MOTORSPORTS". STAPLED CARD
		RALEIGH+L # 246 pg:31		
		WINSTON L # 189 pg:44		
		CAMEL L # 417 pg:68		
MARLBORO # 907 pg:80	11			OPP: "THE PIRANHA'S FISHY FEEDING HABITS".
		NDW 100 # 137 pg:145	N/B	
		CAR+M+100+M+120 # 218 pg:145	12C N/B	
		VICEROY+RL # 269 pg:18C		
TOTAL CIGARETTE ADS = 8		TOTAL ADVERTISING =		\$257,525

2040701513

Magazine: POP. MECHANICS

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Total Pages: 210

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

VICEROY+RL
270 pg:12FALL MALL L100
122 pg:13

N/B

NOW 100
133 pg:45

N/B

VANTAGE+ULTRA
428 pg:61MARLBORO+100
912 pg:72

10

OPP: "TOMORROW'S
SHIFTY DOG FIGHTERS".CAMEL
282 pg:131RALEIGH+L
246 pg:159LUCKY STRIKE FL
108 pg:BC

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$263,575

2040701514

Magazine: POP. MECHANICS

Issue: 12/00/83

Total Pages: 182

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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PLAYERS 100-B5M # 125 pg:2	10			OPP: "TABLE OF CONTENTS" & "MASTHEAD".
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		LUCKY STRIKE FL # 106 pg:13		
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		WINSTON L # 194 pg:27		
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		RALEIGH L # 246 pg:46		
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		BRIGHT 100 # 128 pg:67		
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MARLBORO 100 # 927 pg:74	6			OPP: "NOW: BACKPACK BALLOONING".
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		CAMEL L # 444 pg:111		
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		NOW 100 # 127 pg:BC		
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N/B

TOTAL CIGARETTE ADS = 8	TOTAL ADVERTISING = \$265,739
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2040701515